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McCLUNG ROSE NURSERIES

General Offices

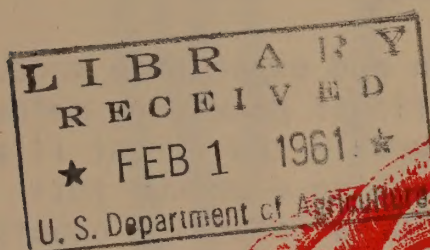


Tyler, Texas

WHOLESALE ROSE CATALOG

Fall 1960 / Spring 1961

PACKAGED ROSE BUSHES



WORLD'S MOST QUALITY MINDED ROSE GROWERS

SINCE 1923

HERE ARE FACTS YOU WANT TO KNOW

McCLUNG NURSERIES have been growing and processing fine Rose Bushes for 38 years. The ideal growing season, good fertilization and proper spraying and cultivation enable us to offer you the finest rose bushes obtainable.

Expert rose men harvest and grade each rose bush according to American Association of Nurserymen standards. All rose bushes are placed in our vast cold storage plants to insure absolute dormancy before processing and packaging.

Through many years of research and experience McCLUNG NURSERIES have developed the finest packaging methods and materials. Roots are packed in the finest life-retaining materials. Our sparkling aluminum foil bags are especially designed for outstanding beauty, durability, and moisture protection. Striking four-color labels are used.

We guarantee all plants listed to be true to name and as advertised, and will replace, on proper proof, any stock that proves untrue. We accept all orders on the condition that they be void should any injury beyond our control befall our stock. We shall be glad to rectify any mistakes made by us, but in no case will our liability be more than the purchase price.

Positively no claims considered unless made in writing within five days of receipt of shipment. Our terms are 2% - 10 days, net 30 days unless otherwise stated. All invoices are payable at Tyler, Smith County, Texas.

Nature's elements conspire to make
STARKIST ROSE BUSHES the finest
grown anywhere!



STARKIST JUMBO - The Monarch
of the STARKIST dynasty!
Every Super-size plant is a
perfect specimen of rosedom's
royalty. Four or more extra-
strong canes and a vigorous
root system. Packaged in a
giant-size foil bag with
striking four-color label
attached.

PRICE - Each FOB Tyler, Texas
.80

Price per Case FOB Tyler, Tex
9.60

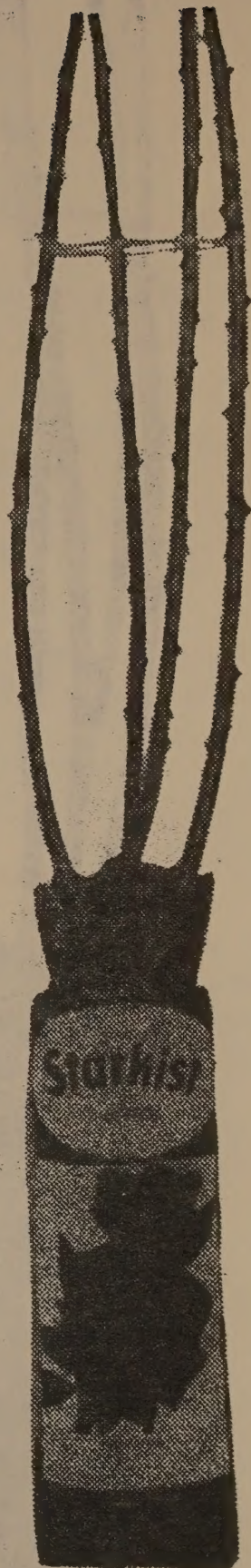
Jumbos are packed 12 to Case

STARKIST SUPREME - STARKIST scores again with this sensational champion in impulse sales. This heavy Grade No. 1 Rose Plant with three or more strong canes is a headliner everywhere as a top sales performer. The magnetic spell of its sparkling foil bag and eye-catching four-color label has given STARKIST SUPREME a fabulous sales record.

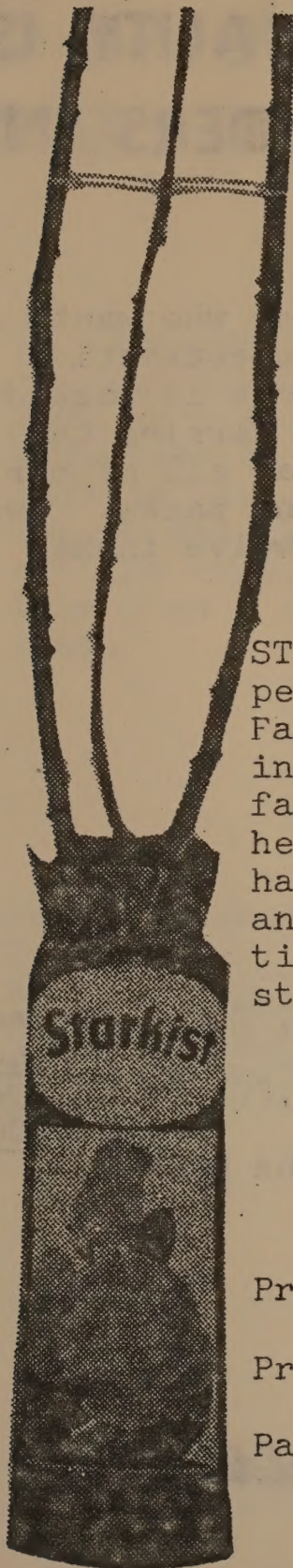


**Each glistening ALUMINUM FOIL BAG
sparkles like a mantle of stardust!**

Price Each, FOB Tyler, Texas .65
Price per Case FOB Tyler, Tex. \$16.25



THE FINEST PACKAGED ROSE BUSHES



**STARKIST SHIPMENTS arrive fresh
as the morning dew!**

STARKIST ROYAL - Truly a superior Rose Bush in every way! Famous nation-wide as a leading seller in the STARKIST family of finer Roses. This heavy Grade No. 1½ rose plant has two or more sturdy canes and is packaged in a scintillating foil bag with striking four-color label.

Price each, FOB Tyler, Texas
.55

Price per Case, FOB Tyler, Tex.
\$13.75

Packed 25 to the Case.

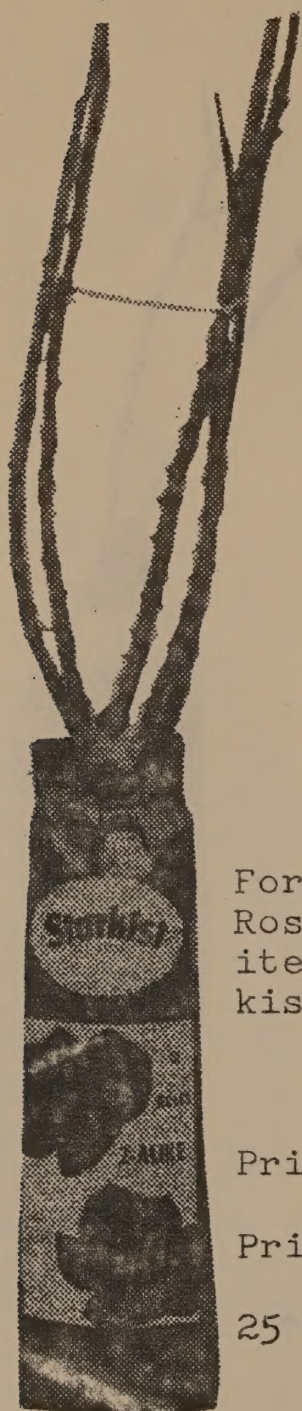
Price Each FOB, Tyler, Texas
 Price per Case, FOB Tyler, Tex. .40
\$16.00
 Packed 40 to the Case.

Price, Each FOB
Tyler, Tex. .35
Price per case FOB
Tyler, Tex. \$14.00
Packed 40 to The
Case.



SINCE 1923

This Nationally-Advertised Brand Name Is Your Assurance That No One . . . Absolutely **NO ONE** CAN BUY A FINER PACKAGED ROSE BUSH!



STARKIST PACKAGED PLANTS
are self-sellers—neat
and trim, radiant,
IRRESISTIBLE!



For the Customer who wants two Roses. Makes a good advertising item and carries the famous Starkist Brand. A fast Selling item.

Price per Package, FOB Tyler, Texas	.70
Price per Case, FOB Tyler, Texas	<u>\$17.50</u>
25 Packages to the Case.	



STARKIST EVERBLOOMING COLLECTIONS

Don't overlook the tremendous sales-potential in these items! Discriminating buyers everywhere go for these money-saving multiple packs of heavy top-quality bushes in attractive foil bags. Here is a quick way to build volume and multiply profits.

EVERBLOOMING COLLECTIONS OF 3

Collection S-30—3 Blaze Climbers

Collection S-31—3 Red Radiance

Collection S-32—2 Red Radiance, 1 Pink Radiance

Collection S-33—1 Red, 1 Pink, 1 Yellow

Price per Package, FOB Tyler, Texas

.90

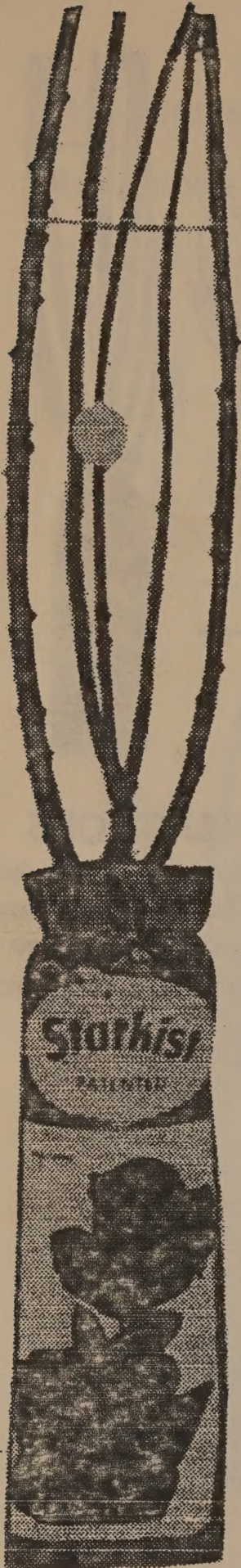
Price per Case, FOB Tyler, Texas

\$13.50

15 Packages to the Case

Starkist

*By The World's Most
Quality-Minded Rose Growers*



STARKIST PATENTS - Especially selected from the newest and finest varieties for those who want the very best in roses. Packaged in glittering foil bag with giant size four-color label attached. Easy-to-follow illustrated planting instructions on each package.

PRICE - See Order Blank
List Price - Less 40%

NON-PATENTED PACKAGED ROSES FOR 1960-61

No order accepted for less than 1 case per grade (Jumbo, Supreme, Royal, Regal).

INSTRUCTIONS FOR ORDERING PACKAGED NON-PATENTED VARIETIES

NAME OF PACK	GRADE	SEE COLOR ILLUSTRATION	COST EACH F.O.B. TYLER	MIN. EACH VARIETY	PACKS PER CARTON	APPROX. CARTON WT.
STARKIST	JUMBO	3	.80	3	12	45 lbs.
STARKIST	SUPREME	3	.65	5	15 or 25	40 - 70 lbs.
STARKIST	ROYAL	4	.55	5	15 or 25	39 - 70 lbs.
STARKIST	REGAL	(New, Not Shown)	.40	5	25	68 lbs.

VARIETY	DESCRIPTION	JUMBO Quantity	SUPREME Quantity	ROYAL Quantity	REGAL Quantity
HYBRID TEAS					
RED					
Ami Quinard	Blackish, garnet and coppery scarlet				
Better Times	Brilliant Cerise				
Crimson Glory	Deep velvety crimson				
*Christopher Stone	Scarlet overlaid crimson				
*Etoile de Hollande	Bright red				
Poinsettia	Bright unfading scarlet				
Grenoble	Clear Scarlet				
McGrady's Scarlet	Velvety crimson-scarlet				
*Rouge Mallerin	Brilliant red				
Red Radiance	Light crimson				
Red Ripple	Oxblood - red to carmine				
Syracuse	Scarlet-crimson				
PINK					
Doctor	Sparkling pink				
Editor McFarland	Glowing pink				
Pink Radiance	Brilliant carmine pink				
*Picture	Clear rose pink				
*Briarcliff	Deep rose pink				
Betty Uprichard	Delicate salmon pink				
WHITE					
White Briarcliff	Pure white				

ORDER NO. _____

DATE _____

SOLD TO _____

SHIP TO _____

SHIP VIA _____ WHEN _____ TO ARRIVE _____

TERMS OF SALE: 2% 10 DAYS — NET 30 ALL PRICES F. O. B. TYLER, TEXAS

PATENTED ROSES

PRICES AS LISTED LESS 40% F.O.B. TYLER, TEXAS
 MINIMUM ORDER EACH VARIETY 3 — PACK 12 TO CARTON

Qty. Wttd.	VARIETY	DESCRIPTION	Patent Number	Retail Price	Qty. Wttd.	VARIETY	DESCRIPTION	Patent Number	Retail Price
	HYBRID TEAS					LAVENDER			
	RED					Sterling Silver	Lilac-lavender	1433	3.00
	Charles Mallerin	Deep Red Velvet	933	2.50		MULTI-COLOR			
	*Chrysler Imperial	Big Flashing Red	1167	2.50		*Forty-Niner	Inside Red-Outside Yellow	792	2.25
	Happiness	A Deep Red-Rose	911	2.00		*GARDEN PARTY	Large creamy-ivory 1960 AARS	1814	3.50
	*Mirandy	Rich Crimson	632	2.25		Kordes Perfecta	White with pink-splashed edges	1604	3.50
	New Yorker	Brilliant Scarlet	823	2.50		Love Song	Watermelon Pink with Yellow	1360	2.50
	*Nocturne	Cardinal Red	713	2.25		Tapestry	Flame, yellow and copper	1812	3.00
	President Eisenhower	Beautiful Velvet Red	1217	2.25		ORANGE			
	*Kubaiyat	Brilliant Red	758	1.85		Lady Elgin	Apricot and Orange	1469	2.50
	PINK					*Mojave	Radiant Orange	1176	2.75
	First Love	Soft Dawn Pink	921	2.25		WHITE			
	*Helen Traubel	Light Pink	1028	2.75		Blanche Mallerin	Pure White	1794	2.00
	*K. T. Marshall	Rose Pink	607	2.00		*White Knight	Satiny White	1359	3.00
	Pink Peace	Blushing Pink	1759	3.00		YELLOW			
	Show Girl	Deep Rich Pink	646	2.25		*Diamond Jubilee	Buff Orange Yellow	824	2.25
	*Tiffany	Pink Shaded Yellow	1304	2.50		*Fred Howard	Rich Yellow	1006	2.00
	FLORIBUNDA-RED					Golden Scepter	Unfading Golden Yellow	910	1.85
	*FIRE KING	Brilliant Orange-Red 1960 AARS	1758	2.50		*Lowell Thomas	Glowing Yellow	595	2.25
	Geranium Red	Bright Geranium-Red	811	2.00		*Peace	Soft Yellow edged in Pink	591	2.50
	Red Pinocchio	Dark Red Velvety Blooms	812	1.75		ORANGE-RED			
	Texan	Rich Bright Red	1471	2.50		*Fusilier	Brilliant Orange-Red	1709	2.50
	*Vogue	Soft Coral-Red	926	2.00		*SARABANDE	Dark Orange-Red 1960 AARS	1761	2.50
	PINK					Spartan	Deep Apricot Orange	1357	2.75
	*Ma Perkins	Coral-Shell Pink	1143	2.00		GRANDIFLORAS			
	*Pinkie	Delicate Pink	712	2.00		Buccaneer	Sun Yellow	1119	2.50
	WHITE					El Capitan	Glowing Cherry-Red	1796	3.00
	*Ivory Fashion	Ivory Colored Flowers	1688	2.75		Montezuma	Rich, Coppery, Bronze-Orange	1383	2.75
	*White Bouquet	Sparkling White	1415	2.50		*Queen Elizabeth	Soft Clear Pink Blooms	1259	2.50
	YELLOW					Roundelay	Glowing Red	1280	2.50
	*Gold Cup	Unfading, New Yellow	1683	2.50		*Startire	Currant-Red Bloom	1742	3.00
	Goldilocks	Gold-Yellow	672	1.75		CLIMBERS			
	Yellow Pinocchio	Apricot-Yellow	992	1.50		RED			
	MULTI-COLORED					Cl. Charlotte Armstrong	Rich Cerise Blooms	523	2.50
	*Circus	Shades of Yellow, Pink, Red	1382	2.50		Cl. Chrysler Imperial	Crimson Red	1523	2.75
	Little Darling	Rose-Pink and Buttercup Yellow	1581	2.00		Cl. Crimson Glory	Rich Deep Crimson	736	2.50
	Masquerade	Red, Yellow, Orange and Lemon	975	2.00		Cl. Gladiator	Bright Rose-Red	1524	2.75
	LAVENDER					YELLOW			
	Lavender Girl	Unique, Rich Lavender	1672	5.00		*Cl. Golden Showers	Clear Yellow	1057	2.75
	Lavender Pinocchio	Pink-Lavender	947	2.00		*Cl. Highnoon	Bright Sunfast Yellow	704	2.50
	ORANGE					Cl. Peace	Same Blooms as Bush	932	2.25
	*Fashion	Salmon Orange	789	2.00		MULTI-COLORED			
	*Jimmy Cricket	Coral Orange and Pink Coral	1346	2.00		Cl. Forty-Niner	Same Blooms as Bush	1094	2.50

*Caledonia	Glistening white				
F. K. Druschki	Snow white - tinged carmine pink				
K. A. Viktoria	A beautiful white				
White American Beauty	White with pink shading				
*Konigan Luise	Satiny white				
TWO-TONE					
Condesa de Sastago	Oriental red and yellow				
Countess Vandal	Salmon pink and coppery pink				
President Hoover	Varying orange shades				
Contrast	China pink and bronze with white				
Talisman	Brick red and yellow				
*E. N. Perkins	Cerise orange and salmon pink				
YELLOW					
Eclipse	Golden Yellow				
Golden Charm	Sunflower-yellow				
Luxembourg	Red with yellow reverse				
*Soeur Therese	Chrome yellow				
*Yellow Condesa	Deep yellow				
FLORIBUNDAS					
*Cecile Brunner	(Baby Rose) light pink				
Else Poulsen	Bright rose pink				
Floradora	Cinnabar red				
Improved Lafayette	Bright cherry-crimson				
*Ideal (Polyantha) (Baby Rose)	Dark scarlet				
*Golden Salmon (Polyantha)	Bright orange salmon				
CLIMBERS					
Cl. Caledonia	Glistening white				
Cl. Blaze	Brilliant Scarlet				
Cl. Golden Charm	Sunflower yellow				
Cl. Etoile de Hollande	Bright red				
Cl. Paul's Scarlet	Beautiful scarlet				
Cl. Pink Radiance	Brilliant carmine pink				
Cl. Red American Beauty	Bright clear red				
Cl. Talisman	Brick red and yellow				
Cl. Doctor	Sparkling pink				
Cl. Red Talisman	Deep cerise red				
Cl. Mrs. P. S. DuPont	A fine yellow				
Cl. White American Beauty	White with pink shading				

*Varieties not available in Jumbo

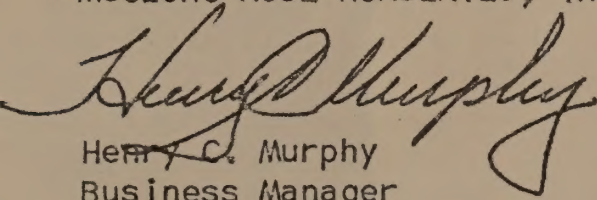
Our prices are all FOB Tyler, Texas, however, when a customer buys in sufficient quantity, such as in Truck load lots, we will be glad to quote delivered price.

Any order placed with us, regardless of how large or small, will be greatly appreciated and will receive our immediate attention. We are not the largest Rose Nursery, but we are far from the smallest and are one of the leading Rose Nurseries of Texas. We are second to none as far as quality.

Thank you and we hope to hear from you in the near future.

Yours very truly,

McCLUNG ROSE NURSERIES, INC.

A handwritten signature in cursive script, reading "Henry C. Murphy". The signature is fluid and extends across the width of the text block below it.

Henry C. Murphy
Business Manager

McClung ROSE NURSERIES, INC.

TYLER, TEXAS

"The World's Most Quality-Minded Nurserymen"



**WHOLESALE
ROSE
CATALOG**

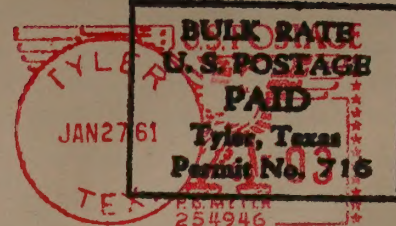


FALL OF 1960, SPRING OF 1961



• Offices In All Principal Cities •

**PLANT
McCLUNG
ROSES**



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